



Workshop on Marketing Standards

Benefits and costs of EU
marketing standards for
agri-food products



PROGRAMME

THURSDAY 9 SEPTEMBER 2021

■ 9:20 **WELCOME FROM Oliver Sitar**

■ 9:30 – 13:00 **THE FUTURE OF EU MARKETING STANDARDS IN THE AGRI-FOOD SUPPLY CHAIN**

Speakers

9:30 - 10:10 **Carlo Russo:** What are the costs and benefits of EU marketing standards for operators in the agri-food supply chain? A theoretical explanation.

10:10-10:50 **Alberico Loi:** What is the added value of EU marketing standards for the functioning of agri-food supply chains?

10:50-11:30 **Maria Christodoulou:** Case study on costs and benefits of EU marketing standards in the hop sector.

■ 11:30 - 11:45 **BREAK**

11:45-12:20 **Marie Guyot:** How can the revision of EU marketing standards enhance sustainable production in the egg and poultry sectors?

12:20-13:00 **Paul-Henri Lava:** What are the opportunities and challenges for operators in the poultry sector in implementing EU marketing standards?

Moderator: Fabien Santini

■ 13:00 - 14:00 **LUNCH**

■ 14:00 - 17:30 **IMPACT OF EU MARKETING STANDARDS FOR AGRIFOOD PRODUCTS ON CONSUMERS AND INTRA/INTER-NATIONAL TRADE**

Speakers

14:00 - 14:40 **Jose Brambilla:** Cost-effectiveness of marketing standards for business operators and international trade.

14:40 - 15:20 **Purity Naisho:** Possible impacts of EU marketing standards for SMEs

15:20 - 16:00 **Annalisa Zezza:** How can changes in EU marketing standards affect the rest of the world?

16:00 - 16:40 **Jill McCluskey:** How marketing standards affect and are seen by consumers.

16:40 - 17:20 **Viera Baričičová:** Possible impacts of EU marketing standards on meeting the Sustainable Development Goals (SDGs).

Moderator: Alexander Stein

■ 17:20 - 17:45 **CONCLUSIONS AND THE WAY AHEAD**

17:20 - 17:45 **Carlo Russo:** Wrap-up and conclusion

Moderator: Giampiero Genovese